

with presentation facility **102** and/or the mobile device. For example, system **100** may limit the media content presented by presentation facility **102** and/or communicate with the mobile device to limit the content accessible by way of the mobile device (e.g., so that the child is not presented with or able to access content that is not age appropriate). In certain examples, system **100** may lock presentation facility **102**, a corresponding media content access device, and/or the mobile device completely. Additionally or alternatively, system **100** may be configured to dynamically adjust parental control features as children of different ages enter and/or leave a room (e.g., as detected by detection facility **104**).

[0032] Additionally or alternatively, system **100** may utilize the information detected or otherwise obtained by detection facility **104** to provide one or more media content recommendations to a user. For example, system **100** may suggest one or more television programs, movies, and/or any other suitable media content as possibly being of interest to the user based on the information obtained by detection facility **104**. If multiple users are present, system **100** may provide personalized media content recommendations for each user present. In certain examples, system **100** may be configured to provide the media content recommendations by way of a mobile device being utilized by a user.

[0033] Storage facility **108** may be configured to maintain media program data **110** representative of one or more media content programs, detection data **112** representative of data and/or information detected/obtained by detection facility **104**, user profile data **114** representative of user profile information associated with one or more users, and advertisement data **116** representative of one or more advertisements. Storage facility **108** may be configured to maintain additional or alternative data as may serve a particular implementation.

[0034] FIG. 2 illustrates an exemplary implementation **200** of system **100** wherein a media content provider subsystem **202** (or simply “provider subsystem **202**”) is communicatively coupled to a media content access subsystem **204** (or simply “access subsystem **204**”). As will be described in more detail below, presentation facility **102**, detection facility **104**, advertising facility **106**, and storage facility **108** may each be implemented on one or both of provider subsystem **202** and access subsystem **204**.

[0035] Provider subsystem **202** and access subsystem **204** may communicate using any communication platforms and technologies suitable for transporting data and/or communication signals, including known communication technologies, devices, media, and protocols supportive of remote data communications, examples of which include, but are not limited to, data transmission media, communications devices, Transmission Control Protocol (“TCP”), Internet Protocol (“IP”), File Transfer Protocol (“FTP”), Telnet, Hypertext Transfer Protocol (“HTTP”), Hypertext Transfer Protocol Secure (“HTTPS”), Session Initiation Protocol (“SIP”), Simple Object Access Protocol (“SOAP”), Extensible Markup Language (“XML”) and variations thereof, Simple Mail Transfer Protocol (“SMTP”), Real-Time Transport Protocol (“RTP”), User Datagram Protocol (“UDP”), Global System for Mobile Communications (“GSM”) technologies, Code Division Multiple Access (“CDMA”) technologies, Time Division Multiple Access (“TDMA”) technologies, Short Message Service (“SMS”), Multimedia Message Service (“MMS”), radio frequency (“RF”) signaling technologies, Long Term Evolution (“LTE”) technologies, wireless com-

munication technologies, in-band and out-of-band signaling technologies, and other suitable communications networks and technologies.

[0036] In certain embodiments, provider subsystem **202** and access subsystem **204** may communicate via a network **206**, which may include one or more networks, including, but not limited to, wireless networks (Wi-Fi networks), wireless data communication networks (e.g., 3G and 4G networks), mobile telephone networks (e.g., cellular telephone networks), closed media networks, open media networks, closed communication networks, open communication networks, satellite networks, navigation networks, broadband networks, narrowband networks, voice communication networks (e.g., VoIP networks), the Internet, local area networks, and any other networks capable of carrying data and/or communications signals between provider subsystem **202** and access subsystem **204**. Communications between provider subsystem **202** and access subsystem **204** may be transported using any one of the above-listed networks, or any combination or sub-combination of the above-listed networks.

[0037] While FIG. 2 shows provider subsystem **202** and access subsystem **204** communicatively coupled via network **206**, it will be recognized that provider subsystem **202** and access subsystem **204** may be configured to communicate one with another in any other suitable manner (e.g., via a direct connection).

[0038] Provider subsystem **202** may be configured to generate or otherwise provide media content (e.g., in the form of one or more media content streams including one or more media content instances) to access subsystem **204**. In certain examples, provider subsystem **202** may additionally or alternatively be configured to provide one or more advertisements to access subsystem **204** (e.g., by way of one or more advertising channels). Additionally or alternatively, provider subsystem **202** may be configured to facilitate dynamic insertion of one or more advertisements (e.g., targeted advertisements) onto one or more advertisement channels delivered to access subsystem **204**.

[0039] Access subsystem **204** may be configured to facilitate access by a user to media content received from provider subsystem **202**. To this end, access subsystem **204** may present the media content for experiencing (e.g., viewing) by a user, record the media content, and/or analyze data (e.g., metadata) associated with the media content. Presentation of the media content may include, but is not limited to, displaying, playing, or otherwise presenting the media content, or one or more components of the media content, such that the media content may be experienced by the user.

[0040] In certain embodiments, system **100** may be implemented entirely by or within provider subsystem **202** or access subsystem **204**. In other embodiments, components of system **100** may be distributed across provider subsystem **202** and access subsystem **204**. For example, access subsystem **204** may include a client (e.g., a client application) implementing one or more of the facilities of system **100**.

[0041] Provider subsystem **202** may be implemented by one or more computing devices. For example, provider subsystem **202** may be implemented by one or more server devices. Additionally or alternatively, access subsystem **204** may be implemented as may suit a particular implementation. For example, access subsystem **204** may be implemented by one or more media content access devices, which may include, but are not limited to, a set-top box device, a DVR device, a media content processing device, a communications